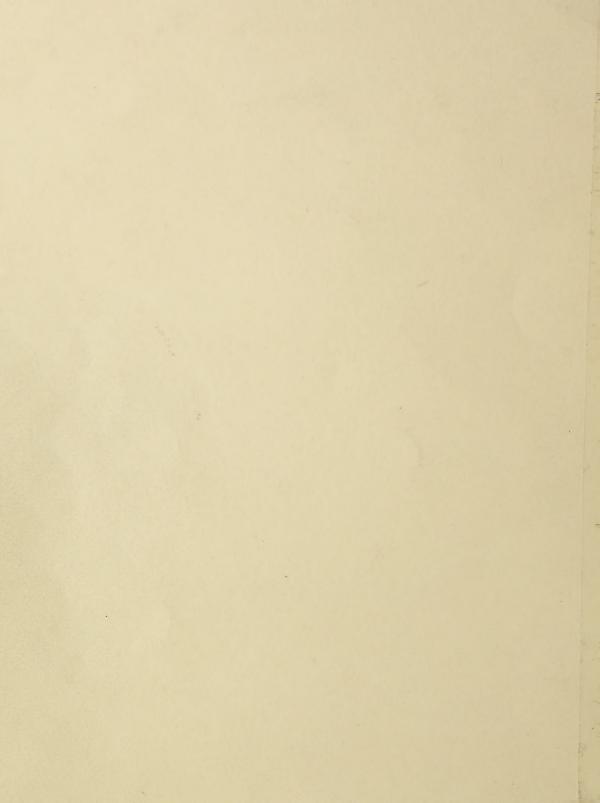
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.





Mrs. David Jardine Group

(See color plate of Mrs. David Jardine Rose opposite.)

\$1.25 Buys this magnificent Collection of Roses in our famous special-size plants with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two- and three-year-old \$4.75 plants, with all shipping charges prepaid. Separately they would cost

A group of the finest Roses that will supply cut-flowers all summer through

†MRS. DAVID JARDINE. Hybrid Tea. An exquisite pink Rose of entrancing perfume, hardy, vigorous and everblooming. One of the best in our entire list.

HELEN GOULD, or RED MAMAN COCHET. Hardy Everblooming Tea. A brilliant red Rose, always in bloom and per-

fectly hardy.

WHITE MAMAN COCHET. Hardy Everblooming Tea. A splendid white Rose

of wonderful vigor and hardiness.

MRS. A. BYASS. Hardy Everblooming Tea. A most beautiful crimson Rose with petals shaded pale rose and white. Large flowers on long stems all summer.

PERLE DES JARDINS. Hardy Ever blooming Tea. One of the old standard yellow Roses, always in bloom.

BURBANK. Hardy Everblooming Tea. One of the largest of the Tea Roses, with splendid large crimson flowers. #ETOILE DE FRANCE. Hybrid Tea. A magnificent, brilliant crimson Rose with deep velvety shadings and deliciously fragrant. Absolutely hardy in any situation and constantly in bloom.

FRANZ DEEGAN. Hybrid Tea. One of the finest of all yellow Roses with heavy petals ranging in shade to a deep orange. A hardy, vigorous grower and an ideal Rose.

‡RHEA REID. Hybrid Tea. An extralarge, vivid scarlet-crimson Rose of distinctive shape and splendid substance. The bush is wonderfully strong and hardy and is in constant bloom.

ALBERIC BARBIER. Climber. One of the best of all climbers with splendid glossy, wax-like foliage and large handsome yellow flowers in clusters. A rampant grower and absolutely immune from insects. Distinctively beautiful even without flowers.

A Few Special Roses of New Castle in Shades of Red

GENERAL McARTHUR. Hybrid Tea. A gorgeous Rose of splendid form. Hardy everywhere and constantly in bloom.

MME. EUGENE MARLITT. Bourbon China. Large, brilliant red flowers covering the bush all summer. Hardy as an oak.

DUCHESS OF ALBANY, or RED LA FRANCE. Hybrid Tea. Handsome, rich, red Rose, with brilliant silvery sheen, which distinguishes the La France family.

EPHILADELPHIA CRIMSON RAMBLER. Climber. Bears great trusses of brilliant crimson flowers. Foliage fresh, lively green; does not turn brown as does that of the ordinary Crimson Rambler.

FREIHERR VON MARSCHALL.—Hybrid Tea. A brilliant red Rose of good substance and delicious fragrance. Perfectly hardy everywhere and always in bloom.

ANTOINE RIVOIRE. Hybrid Tea. One of the hardiest of its class. Flowers are of a rich, rosy flesh shaded carmine.

PAPA GONTIER. Hardy Everblooming Tea. A rich, cherry-red Rose of wondrous beauty of form. Constantly in bloom and absolutely hardy.

CLIMBING METEOR. Climbing Hybrid Tea. Rich, velvety crimson flowers, borne in great profusion. The bush is a rampant grower and absolutely hardy.

Price on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20c, each; extra-heavy, 2-and 3-yr,-old plants 50c, each. ALL ON OWN ROOTS. Varieties marked with a ¼ in strong, lusty 4-yr,-old plants, 75c ea. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.

Do Not Overlook This Fact In this book are offered the most famous sell "cheap" Roses. Our smallest plant—the renowned "special size"—is in reality as large as the average two-year-old plants, while our two- and three-year-old plants are superb. These prices are wonderfully low. Quality is our watchword, and these famous Roses of New Castle are known the world over for it.

The Sweetest of All Roses ROSE SPECIALISTS MRS. DAVID JARDINE A New, Most Beautiful, Hardy, Exquisitely Fragrant, Everblooming Hybrid Tea Rose. SEE PAGE 4 HELLER BROTHERS COMPANY New Castle, Indiana

The Famous Jeannette Heller Group

(See color plate of Jeannette Heller Rose opposite)

The Greatest Collection of Hardy Everblooming Roses ever Offered to Flower-lovers. These are the Roses which have Spread the Fame of New Castle to all Quarters of the Globe

\$1.25 Buys this magnificent collection of Roses in our famous special size plants, with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two-year-old plants, \$4.75 with all shipping charges prepaid. Separately they would cost

JEANNETTE HELLER. Hybrid Tea. The most wonderful Rose in the World. The flowers are an exquisite blending of shades of pink and cream color, deep in the center and blending out softly on the outer petals. The plant "grows like a weed" and forms a large, vigorous bush fairly loaded all summer with its weight of magnificent flowers—every one a gem of the first water. #PINK MAMAN COCHET. Hardy Everblooming Tea. One of the finest of all pink everblooming Tea Roses; large, full, deep flowers of splendid substance. A strong, vigorous grower in constant bloom. **#MRS. DAVID JARDINE.** Hybrid Tea. A most exquisite blending of shades of dainty pink; of delicious perfume and a

wonderfully strong grower.

#RICHMOND. Hybrid Tea. One of the most brilliant of all deep crimson Roses.

Strong, sturdy and constantly in bloom. **\(\frac{\pm}{MY}\) MARYLAND.** Hybrid Tea. The magnificent buds are the special feature of this glorious pink Rose. A strong, vigorous grower, blooming constantly.

#EVERBLOOMING CRIMSON RAMBLER. Enormous trusses of crimson flowers borne constantly all summer. A great improvement over the old Crimson Rambler, as the foliage retains its freshness the season through.

MRS. B. R. CANT.Hardy Everblooming Tea.A most delightful pink Rose with buds of splendid form.Perfectly hardy, blooming continuously and a most magnificent garden Rose in every respect.

#WHITE MAMAN COCHET. Hardy Everblooming Tea. Like the pink Cochet in all respects save color, which is a pure, glistening white, sometimes pink tinged.

#KILLARNEY. Hybrid Tea. One of the finest pink Roses ever grown. The buds are long, of splendid substance and magnificent in every respect. A stout and sturdy grower and continuous bloomer.

AMERICAN BEAUTY. Hybrid Tea. The gorgeous crimson Rose which recognizes no rival in its class. The great cupshaped flowers are borne on long, thick stems and are of a wondrous fragrance.

Famous New Castle Roses of Pink Shades

BETTY. Hybrid Tea. Coppery rosepink, with yellow reflections. Hardy everywhere and a grand garden Rose.

BRIDESMAID. Hardy Everblooming Tea. A charming rose of a delightful, fresh pink. Blooms profusely all summer.

CHAMPION OF THE WORLD. Bourbon China. An old standard clear deep pink bedding rose of large size. Always in bloom.

DUCHESSE DE BRABANT. Hardy Everblooming Tea. A soft, rosy pink Rose, very large and borne on long stiff stems. Very hardy and free blooming.

PHYLLIS. Baby Rambler. A charming small Rose of dainty pink, borne in large clusters all summer. Wonderfully hardy.

WM. H. TAFT. Hybrid Tea. A beautiful brilliant pink Rose of large size and fine form. One of the best pink Roses in our list.

AURORA. Hybrid Tea. Very large, full-double flowers, rich, bright pink in center blending to lighter shades on outer petals.

* DOROTHY PERKINS. Hardy Climber. One of the finest of all climbing Roses bearing great masses of beautifully quilled dainty pink flowers. Absolutely hardy.

Price on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20c, each; extra-heavy, 2 and 3-yr.-old plants 50c, each. ALL ON OWN ROOTS. Varieties marked with a H in strong, lusty, 4-yr.-old plants, 75c ea. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.

It is a common experience to hear said, "I have tried these cheap, mail-order Roses and they never grow." We want everyone who has made a failure with Roses sold in cheap collections to try "The Roses of New Castle." Remember our guarantee that they must be satisfactory or money refunded. Once you buy our famous New Castle Roses you will always buy them.



The Beautiful Killarney Group

(See opposite page for color plate of the three Killarneys.)

\$1.25 Buys this magnificent collection of Roses in our famous special-size plants, with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two-year-old plants, with all shipping charges prepaid. Separately they would cost \$4.75

‡PINK KILLARNEY. Hybrid Tea. A most exquisite shell-pink Rose of beautiful form. Perfectly hardy and in continuous bloom all summer.

#WHITE KILLARNEY. Hybrid Tea. Has the same handsome form as the pink Killarney, but is of a glistening, silvery white. Of exquisite perfume.

† CLIMBING KILLARNEY. Climbing Hybrid Tea. Bears all summer a profusion of typical pink Killarney Roses. One of the greatest climbing Roses ever introduced.

GRUSS AN TEPLITZ, or VIRGINIA R. COXE. Hybrid Tea. An intense, dazzling fiery crimson Rose of large size, borne at times in clusters. Wonderfully hardy under all conditions and constantly in bloom.

ROBERT HELLER. Hybrid Tea. The most remarkable, brilliant yellow Rose in cultivation. The flowers are large and borne on long stems.

MRS. A. R. WADDELL. Hybrid Tea. A brilliant glowing, rosy salmon flower of entrancing beauty and form. Strong and sturdy in growth, and absolutely hardy.

#JEANNETTE HELLER. Hybrid Tea. The most wonderful Rose in existence today. A soft blending from deep pink in the center to the most tender shades.

MADAM SEGOND WEBER. Hybrid Tea. A beautiful salmon-pink Rose, with long pointed, handsome buds. Extremely hardy and free flowering.

LA FRANCE. Hybrid Tea. An old pink favorite which has never been surpassed in many ways. The bush is strong and vigorous in growth and constantly in bloom.

TWHITE BABY RAMBLER, or CATH-ERINE ZEIMET. Bears large clusters of dainty white, double Roses in wonderful profusion. Never out of bloom. Perfectly hardy and thrives to perfection in any soil.

The Roses of New Castle in Yellow Shades

PERLE VON GODESBERG, or YELLOW KAISERIN AUGUSTA VICTORIA. Hybrid Tea. A rich canary-yellow Rose, very strong in growth and constantly in bloom.

JEAN NOTE. Hybrid Tea. A brilliant new Rose, chrome-yellow in the center deepening to orange with edges of petals creamy yellow. Strong and vigorous and constant bloomer.

ETOILE DE LYON. Hardy Everblooming Tea. A magnificent golden yellow Rose, much like Marechal Niel. One of the hardiest and always in bloom.

SUNSET. Hardy Everblooming Tea. Rich golden amber shaded with ruby-crimson. Remarkably sturdy in growth and constantly in bloom.

SOUVENIR DE PIERRE NOTTING. Hardy Everblooming Tea. A handsome clear apricot-yellow Rose of large size and splendid form. A splendid garden Rose in every particular.

MADAME HOSTE. Hardy Everblooming Tea. Exquisite canary-yellow flushed with rose-pink. Extremely hardy and free flowering.

SAFRANO. Hardy Everblooming Tea. A handsome apricot-yellow Rose with shadings of orange and fawn. One of the best Tea Roses for the garden.

MME. PERNET DUCHER, or YEL-LOW LA FRANCE. Hybrid Tea. A brilliant yellow Rose, with the handsome silvery sheen distinguishing the La France family. Hardy and everblooming.

Prices on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20c. each; extra-heavy, 2 and 3-yr.-old plants 50c. each. ALL ON OWN ROOTS. Varieties marked with a ½ instrong, lusty, 4-yr.-old plants, 75c. each. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.

Perfect Trouble-Savers
The groups in this book are made up of the very finest Roses grown in this remarkable soil, and arranged in this form save you the trouble of making up a list. If you were to search the world over, you could not find better Roses than are contained in these pages. Remember, that we prepay express charges and guarantee safe arrival and satisfaction. Could anyone do more?

TARDY EVERBLOOMING ALL GEMS OF THE GARDEN See Opposite Page 8 White Killarney Glimbing Killarney Pink Killarney

The Wonderful Blue Rose Group

(See the unique effect of this remarkable Rose opposite.)

This Group Comprises Some of the Most Wonderful of all The Roses of New Castle, and Includes All the Different Types and in every color Blue, White, Yellow, Pink and Red. No finer collection was ever offered.

\$1.25 Buys this magnificent collection of Roses in our famous special-size plants, with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra large, two-year-old plants, with all shipping charges prepaid. Separately they would cost

‡ THE BLUE ROSE, or VEILCHENBLAU. The newest of all Climbing Roses, bearing great trusses of unique, steely blue Roses. A strong, extra-hardy, rampant grower, covering a large trellis in a short time.

GOLDEN GATE, the WHITE-HOUSE ROSE. Hardy Everblooming Tea. An exquisite, rich, creamy white Rose shaded with golden yellow

shaded with golden yellow.

GRUSS AN TEPLITZ, or VIRGINIA R. COXE. Hybrid Tea. A gorgeous, rich, deep red Rose with velvety petals. Hardy and vigorous and always in bloom.

‡ TAUSENDSCHON. Hardy Climber. A unique Rose in that flowers of various colors—pink, white and yellow—are borne at the same time. Splendid for porches.

KAISERIN AUGUSTA VICTORIA. Hybrid Tea. A creamy white Rose of massive size with charmingly cut petals. Very full and double and in constant bloom. Particulary thrifty, hardy and vigorous, ROBERT HELLER. Hybrid Tea. Absolutely the greatest golden yellow Rose grown. Magnificent flowers on long stiff stems borne in countless profusion all summer. Hardy and vigorous in the extreme. HPINK MAMAN COCHET. Hardy Everblooming Tea. One of the standard pink Roses. Most vigorous in growth and hardy in all places.

PINK KILLARNEY. Hybrid Tea. No other pink Rose can compare to this in its beautiful characteristics. Will yield an endless supply of cut-flowers all summer through. HMRS. B. R. CANT. Hardy Everblooming Tea. An exquisite, deep delightfully fragrant, crimson-pink Rose from England recommended most highly for the garden. HCRIMSON BABY RAMBLER. The most brilliant of all the Baby Ramblers, with bright crimson flowers borne in great profusion from spring to frost. The bush is hardy and thrives in the poorest soil.

Famous White Roses of New Castle

THE BRIDE. Hardy Everblooming Tea. One of the dantiest and most beautiful of all white Roses and befits its name most charmingly. Of strong and healthy growth, and a profuse bloomer.

BESSIE BROWN. Hybrid Tea. An exquisite white Rose of handsome form, with the shell-shaped petals slightly suffused with pink. The bush is strong, vigorous, perfectly hardy and always in bloom.

MARIE GUILLOT. Hardy Everblooming Tea. A splendid, large, full-double flower of exquisite fragrance—a very queen among the white Roses.

CLIMBING MARIE GUILLOT. A climbing form of the Marie Guillot with the same magnificent white flowers.

WHITE GOLDEN GATE or IVORY. Hardy Everblooming Tea. A magnificent large white Rose of splendid form. Strong, hardy, vigorous, and constantly in bloom.

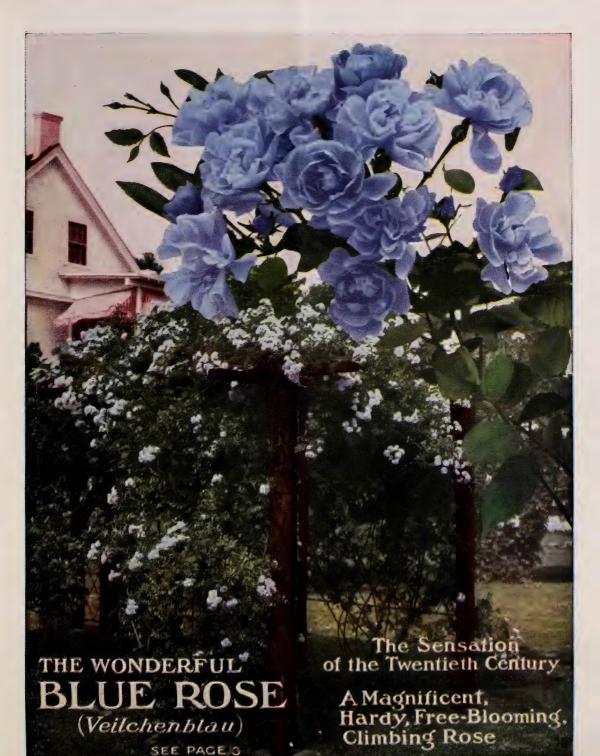
COMTESSE De SAZE. Hybrid Tea. One of the most beautiful of the new white Roses. In color a porcelain white with delicate shadings like a sea-shell. Hardy and free flowering.

AUGUSTINE GUINOISSEAU or WHITE La FRANCE. Hybrid Tea. A most exquisite white Rose both in color and form. Vigorous, thrifty and always in bloom.

MARIE GOTHA. Hardy Everblooming Tea. A handsome creamy white Rose of magnificent form and substance. The bush has fine foliage and is always in bloom.

Price on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20c. each; extra-heavy, 2- and 3-yr.-old plants, 50c each. ALL ON OWN ROOTS. Varieties marked with a 4½ in strong, lusty, 4-yr.-old plants, 75c. each. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.

The daily receipt of enthusiastic words of praise from satisfied patrons in all parts of the country proves to us that our claim that the Roses of New Castle are absolutely the best grown, and no matter where they are planted—North, South, East or West—the result is the same—a revelation of the possibilities of amateur Rose-growing.



Everblooming Crimson Rambler Group

(See facing page for color plate of this great Rose)

\$1.25 Buys this magnificent Collection of Roses in our famous special-size plants with all \$2.00 shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two- and three-year-old \$4.75 plants, with all shipping charges prepaid. Separately they would cost

★EVERBLOOMING CRIMSON RAMBLER. Of all crimson climbing Roses this is absolutely the best. It bears its brilliant flowers in huge clusters constantly and the foliage remains fresh and green all summer, differing in these respects from the old Crimson Rambler.

***ETOILE DE FRANCE.** Hybrid Tea. A glorious, deep, rich red Rose of marvelous beauty and wonderful blooming qualities. Strong, sturdy, hardy and always in bloom. ***#MADAM HEINTZ.** Hardy Everblooming Tea. Pale saffron-yellow with carmine shadings. Hardy and constantly in bloom. **WHITE KILLARNEY. Hybrid Tea. An exquisite white Rose with all the grace and beauty of form of the pink Killarney. Wonderfully vigorous, thrifty and a most profuse bloomer.

**JEANNETTE HELLER. Hybrid Tea.

The greatest Rose of all Roses, the leader of our magnificent list. In color an exquisite blending of tender pink and dainty flesh tints. A strong, grower and in constant bloom.

DOROTHY PERKINS. Hardy Climber. One of the handsomest of all climbing Roses with great clusters of daintly quilled exquisite

pink flowers. Strong, thrifty and hardy.
BLUMENSCHMIDT. Hardy Everblooming Tea. A glowing citron yellow Rose with its outer petals slightly tinged with carmine. One of the hardiest of all Tea Roses and magnificent for bedding.

MRS. DUDLEY CROSS. Hardy Everblooming Tea. A brilliantly beautiful Rose of chamois yellow, flushed with rosy pink. Particularly strong growing and vigorous, bearing its handsome flowers in great pro-

fusion all summer.

CLOTHILDE SOUPERT. Tea Polyantha. A charming distinct Rose of flat form and many petals, the center being dainty pink, the outer ones soft ivory white. Hardy and vigorous, never out of bloom. WHITEBABY RAMBLER. Polyantha. The daintiest of all Baby Ramblers, having large clusters of exquisite white Roses and blooming constantly.

Famous "Fancy" Roses of New Castle

MAD. M. SOUPERT. Hybrid Tea. Beautiful golden-vellow flowers daintily suffused with rosy pink with the outer petals shaded with a border of carmine. A magnificent garden Rose in every respect.

BEAUTE INCONSTÂNTÉ. Everblooming Tea. One of the most distinctive of all "Fancy" Roses, a single bush bearing flowers of all shades of yellow to rosv carmine. Perfectly hardy and free

blooming

FLORENCE PEMBERTON. Hybrid Tea. A dainty creamy white Rose with its petals beautifully shaded with pink and bordered with rosy salmon. Absolutely hardy and free flowering.

*MAIDEN'S BLUSH. Hybrid Tea. A delightful blending of rosy pink and delicate shades of salmon. Strong, hardy and vigorous, it is constantly in bloom.

HELEN GOOD. Hardy Everblooming Tea. A charming Rose of a pale yellow, flushed with pink, the color deepening towards the edges of the petals.

larly hardy and in constant bloom.

JOSEPH HILL. Hybrid Tea. The leader of all "Fancy" Roses, each flower combining shades of salmon, bright pink and gold. Extra large and extremely hardy—a most valuable garden Rose.

LADY HELEN VINCENT. Hybrid Tea. A new splendid large Rose of exquisite fragrance — in color combination of dainty rose pink overcast with golden yellow. Strong, vigorous, thrifty, and free-blooming.

SUNRISE. Hardy Everblooming Tea. A brilliant combination of golden amber and dark ruby-crimson, displaying all the tints of a beautiful sunset. Wonderfully strong in growth and free in bloom.

Price on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3½ in. in diam., 20c, each; extra-heavy, 2 and 3-yr-old plants 50c, each. ALL ON OWN ROOTS. Varieties marked with a ½ in strong, lusty, 4-yr. old plants, 75c. ea. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.

You can make no mistake in ordering Roses from these pages.—The groups contain absolutely the best Roses in the world, while the color combinations will prove of great assistance should you desire to carry out any color scheme in your garden. No more convenient and comprehensive series of lists has ever been offered.

NOW IS THE TIME TO PLANT THE ROSES OF NEW CASTLE. Remember, these Roses-Heller Roses-are today growing vigorously in LARGE POTS, according to the size of plants, just the same as they will grow in your garden The "season" for planting OUR ROSES is any time after all danger of frost it past, until you are ready for them—any month—April, May, June, July, August—any time; but remember, the sooner the better. More roses are lost because of too-early planting than from any other cause. ORDER NOW. We will ship at the PROPER PLANTING TIME.

HELLER BROTHERS COMPANY ROSE SPECIALISTS NEW CASTLE, INDIANA

READ CAREFULLY: Make all remittances by Post Office Money Order, Express Money Order, Bank Draft, or Registered Letter and we will be responsible therefor, sending full value if lost. Do not send postage stamps instead of money. Make money orders and bank drafts payable to HELLER BROTHERS COMPANY, New Castle, Ind.

Forward by Mail, Freight or Express

Date

Street, P. O. Box or Rural Delivery State whether wanted by

AMOUNT

ENCLOSED

Please Leave Blank

\$

(MRS.) M. H. HOLLIDAY.

Post Office							
Express Office (If different)							
County	State						
Name of I	Express Co When to Ship_						
Indicate Group Desired Joy a Cross	NAME OF GROUP OF ROSES	Indicate sired by Special	a Cross	PRICE			
Page 2	Robert Heller Group	1.25	3.50				
Page 4	Mrs. David Jardine Group	1.25	3.50				
Page 6	The Famous Jeannette Heller Group	1.25	3.50				
Page 8	The Beautiful Killarney Group	1.25	3.50				
Page 10	The Wonderful Blue Rose Group	1.25	3.50				
Page 12	Everblooming Crimson Rambler Group	1.25	3.50				
Page 14	Splendid American Beauty Group	1.25	3.50				
Page 14	Magnificent Richmond Group	1.25	3.50				
Order Spe	ecial Kinds on the Other Side of This Sheet Car	ried Fo	rward	E-3/11			

I find your prices higher than those of some other firms but order from you because your plants are recommended to be strong, hardy and sure to bloom the first year, and you guarantee

Hardy Carnations, or Pinks, make a glorious show in the garden all summer. We have them in all colors—white, pink and variegated, strong, vigorous plants, 15 cts. each, 4 for 50 cts.,

delivery in perfect condition, with express charges prepaid.

Jackson, Ky., March 27, '11

prepaid. Send for them.

The Roses received in fine condition. In fact I am surprised that you can ship and land plants the distance you do, in perfect condition. I only regret that I did not order two-year-old roots first, as these last received I am sure will never know they have been moved, unless, perchance, they recognize the odor of salt water. Hereafter two or three-year-olds will be the rule with me, although every one received is alive and growing.

New Haven, Connecticut, July 6, 1910.

E. S. GAYLORD.

Last Sunday I counted 51 buds on my out-door roses which frost has caught—and ever since the middle of June my yard has been a "show" with flowers grown on splendid plants. Detroit, Mich., November 15, 1910 DR. D. S. WATSON.

NUMBER	Names of Roses and Other Plants Wanted	SIZE PRICE	
	Brought forward from first page		
	:		
			4
			1 29.1.1
*			
	হ : বুলাগারিক ক্রাক্রেক ক্রেক্ট	21 101 151	
	against the state of the state	A Section	AND THE

THE OTHER PAGES Read Our Remarkable Offers 🔓 THIS CIRCULAR

The Roses I received from you this spring have given entire satisfaction—in fact we have had Roses all summer and they are still blooming very nicely. Kansas City, Missouri, August 17, 1910 T. B. MOORE.

I am in receipt today of your Rose catalogue, which is a beauty, and I thank you very much. I shall treasure it and show it to my friends. The roses I bought of you last year were in every way a success, and the finest I ever bought. Murfreesboro, Tenn., March 16, 1911

(MRS.) CHAS. H. CLARK.

Heller's Handsome TREE ROSES

A TREE ROSE, or Rose Tree, crowned with its glorious wealth of beautiful flowers is a sight worth going many miles to see. There is a charm about them impossible to produce with any other plant. In some sections of the country a lawn without several Tree Roses growing upon it is not considered complete.

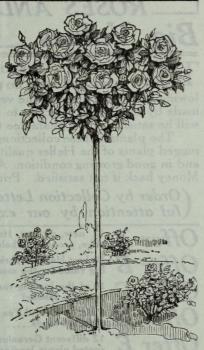
These Trees are grafted on hardy Rose stalks 3 to 4 feet high, are tree-shaped, and when in full growth and bloom they far surpass all other plants in the garden. Planted on the lawn, or, when used along the walks, driveways, and for similar purposes, the effect

is striking in the extreme.

The splendid collection of Tree Roses noted below has been grown and grafted for us by the most famous grower in Europe, and are warranted to be absolutely true to name, strong and thrifty, and bound to give unalloyed satisfaction.

Special Price: Strong, shapely Trees, with many branches, sure to bloom this summer . . \$1 each

With all express charges prepaid and safe arrival guaranteed.



A HELLER TREE ROSE IN FULL BLOOM

No Greater Value for the Money WAS EVER OFFERED. THEY CAN BE OBTAINED NOWHERE ELSE AT SUCH A VERY LOW PRICE

Belle Siebrecht. Lovely pink.

Crimson Baby Rambler. Panicles of lovely crimson flowers. Always in bloom.

Crimson Rambler, Famous crimson-clustered variety.

Dorothy Perkins. Beautiful shell-pink in clusters.

Etoile de France. Deep, velvety red; large flowers. Exquisitely fragrant.

General Jacqueminot. Still a grand old favorite; bright crimson.

Gruss An Teplitz. (Virginia R. Coxe). One of the most vivid crimson of all Roses.

J. B. Clarke Flowers immense—7 inches in diameter; blackish crimson.

Jules Margottin. Magnificent crimson flower; foliage extra large and bright.

Kaiserin Augusta Victoria. Best white Hybrid Tea.

La France. The famous brilliant satiny pink Rose.

Magna Charta. Fine, large flowers of rosy red.

Mrs. John Laing. Bright, shining pink; large
full and double.

Madame Caroline Testout. Always popular; beautiful pink.

Mme. Gabriel Luizet. Clear coral-rose; very large; fine form.

Perle Des Blanches. Magnificent white Hybrid Perpetual.

Tausendschon. (Thousand Beauties). Masses of flowers, bright red, tender rose, white, yellow and many other colors. One of the most effective.

White American Beauty. (Frau Karl Druschki.)
Wonderfully handsome pure white.

Zepherin Drouat. Climbing rose trained to tree form. Bright rose-colored flowers.

REMEMBER: WE PREPAY EXPRESS CHARGES TO ALL POINTS IN THE UNITED STATES, WITH SAFE DELIVERY AND SATISFACTION GUARANTEED.

Heller Brothers Company, New Castle, Indiana

A LIST OF SPLENDID OFFERS IN ROSES AND OTHER PLANTS

Big Values____Little Money

TO THOSE who prefer to leave the selection of Roses and other plants to us, and have no preference as to varieties, we make the following wonderful offers in the very highest grade of stock. No mistake will be made by leaving the selection to us. We save you the trouble and know you will be satisfied. We guarantee that you shall.

The plants in these collections are not cheaply grown little "slips," but strong, rugged plants of the Heller quality, and we guarantee them to reach you safely and in good growing condition. A trial will convince you of their superior merit. Money back if not satisfied. Prices include shipping charges, wihch we pay.

Order by Collection Letter—every order receives close, careful attention by our experts. In all cases our selection

Offer	A	12 new, distinct, Hardy, Everblooming Tea Roses, no two colors alike, properly labeled
Offer	B	10 best Hardy Hybrid Tea Roses, including the cream of our stock. Big value for the money
Offer	C	10 of the leading varieties of the Hardy Hybrid Perpetual Roses, all properly labeled
Offer	D	6 Hardy Hybrid Tea Roses and 4 Hardy Hybrid Perpetual Roses, 10 different kinds
Offer	E	12 different Geraniums, both single and double varieties, strong, well-rooted plants, leading kinds
Offer	F	9 choice House Ferns, including old and new kinds. Beautiful \$1
Offer	G	15 Chrysanthemums of the leading kinds, strong and healthy plants. The big-flowering kind
Offer	H	10 Cannas, pot plants, well rooted and ready to plant out. Will make a beautiful bed in a very short time
Offer	I	15 choice Carnations plants, of the leading varieties, in all colors, \$1
Offer	J	25 bulbs of named varieties of Gladioli, good and sound. Most popular summer-flowering bulbs
Offer	K	7 beautiful new, rare Dahlias, strong, field-grown roots different varieties, flowers as big and beautiful as Peonies
		original principal connection.

"HELLER'S DEPENDABLE ROSES"

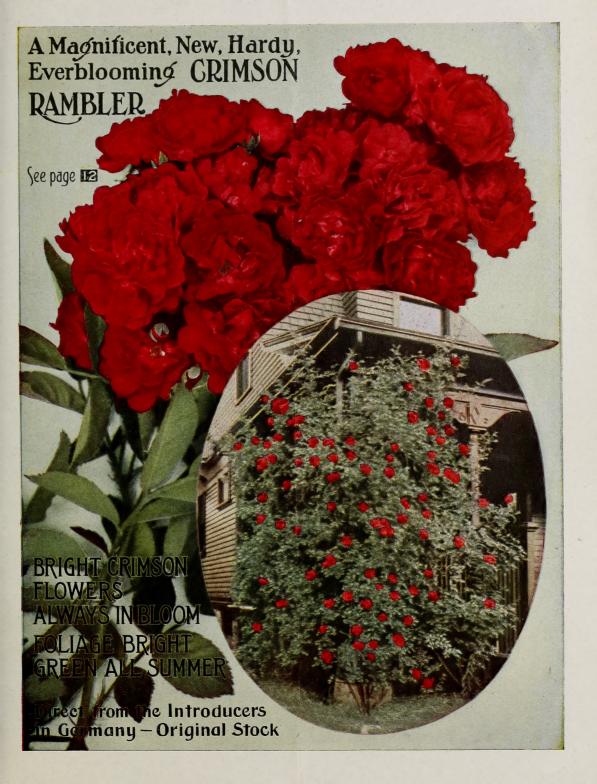
Offer L—for \$6 We will send 10 of our best three- and four-year-old Hardy Hybrid Tea and Ever-blooming Tea Roses, including "Jeannette Heller," the most remarkable garden Rose in the world, and American Beauty, the "Queen of Roses." All plants on their own roots, packed securely and sent by express, charges prepaid.

Special Offer—for \$5

We will send any six \$1 Collections offered above, purchaser's selection, with charges prepaid. A complete family flower-garden and untold pleasure is in store for those who take advantage of this special inducement.

HELLER BROTHERS COMPANY

Rose Specialists New Castle, Indiana



American Beauty Group

(See color plate of American Beauty on front cover.)

\$1.25 Buys this magnificent collection of Roses in our famous special-size plants, with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two and three-year-old \$4.75 plants, with all shipping charges prepaid. Separately they would cost

AMERICAN BEAUTY. Crimson Hybrid Tea. We are the largest growers in the world of this famous Rose. Absolutely hardy, and always in bloom, bearing its massive crimson flowers on long, stout stems.

+ WHITE AMERICAN BEAUTY, or **FRAU KARL DRUSCHKI.** Hybrid Perpetual. The largest and among the most beautiful of all white Roses in cultivation. Hardy everywhere, thrives everywhere and blooms profusely everywhere.

HMY MARYLAND. Hybrid Tea. A glorious pink Rose, with very long, pointed buds. Hardy and constantly in bloom.

 #RHEA REID.
 Hybrid Tea.
 A glorious vivid scarlet-crimson Rose of delicious fragrance.

 Strong and hardy, always in bloom.

MRS. A. R. WADDELL. Hybrid Tea. We pronounce this one of the most exquisite Roses now known. Immense flowers of a brilliant shade of warm, rosy salmon-pink. Bush is strong, erect and exceedingly hardy.

GRUSS AN TEPLITZ, or VIRGINIA R. COXE. Hybrid Tea. Beautiful, fragrant flowers of intense dazzling crimson, with dark velvety shadings. Extremely hardy and vigorous and always in bloom.

 PINK KILLARNEY.
 Hybrid Tea.
 One of the most exquisite of all pink Roses, with magnificent buds and beautiful bronzy green foliage.

 Hardy everwhere.
 In Bloom all summer.

PERLE DES JARDINS. Tea. One of the standard golden yellow Roses with handsomely formed full-double flowers. Grows to perfection in all kinds of soil.

4 DOROTHY PERKINS. Climber. Bears great clusters of dainty crinkled pink Roses. Absolutely hardy and grows 10 to 15 feet in a season.

† TAUSENDSCHON, or THOUSAND BEAUTIES. Climber. A most remarkable hardy climbing Rose, bearing great clusters of white, pink and yellow flowers.

Magnificent Richmond Group

(See the color plate on back cover.)

\$1.25 Buys this magnificent collection of Roses in our famous special-size plants, with all shipping charges prepaid. If bought separately they are worth and will cost

\$3.50 Buys the complete collection in our extra-large, two and three-year-old plants, with all shipping charges prepaid. Separately they would cost

#RICHMOND. Hybrid Tea. The most sensational of all red Roses, the color being of a rich, deep, glowing red. Particularly strong, vigorous and free blooming.

CLIMBING METEOR. Climbing Hybrid Tea. Magnificent, deep, velvety crimson with black reflections in the heart of the flower. A splendid climber, and extra strong and vigorous, in bloom all summer.

HPINK MAMAN COCHET. Hardy Everblooming Tea. Possibly the most satisfactory of all pink Roses as one bush will furnish cut-flowers all summer.

LA GALISSIERE. Hybrid Tea. A lovely pink Rose, destined to become among the most popular for its intrinsic worth. Always in bloom and of an extra-strong habit.

MRS. A BYASS. Hardy Everblooming Tea. A handsome shade of rosy crimson sometimes blotched with paler tints and white. Large flowers borne profusely all summer. KAISERIN AUGUSTA VICTORIA. Hybrid Tea. One of the very best of all white Roses, magnificent in size, shape and fullness. In every way one of the best garden Roses. Hardy, and everblooming.

KEYSTONE. Hardy Climber. A magnificent climber with splendid flowers, deep lemon-yellow in color and very fragrant.

QUEEN BEATRICE. Hybrid Tea. A brilliant pink Rose opening crimson, but turning to exquisite silvery pink. Flowers large and borne in profusion all summer.

HJ. B. CLARK. Hybrid Tea. The largest of its class, both in flower and bush—great, massive, deep scarlet Roses shaded with blackish crimson. Bush is extra hardy and grows to great size with splendid bronzy green foliage.

ROBERT HELLER. Hybrid Tea. Without question the grandest yellow Rose grown. Hardy, everblooming and extrathrifty. See also pages 2 and 3.

Prices on all individual Roses on this page, except where noted, special size, strong plants, from pots not less than 3 and 3% in. in diam., 20 c. each; extra-heavy, 2 and 3-yr-old plants 50c, each. ALL ON OWN ROOTS. Varieties marked with a 4 in strong, lusty 4-yr.-old plants 57c, each. Price includes FREE delivery (safe arrival guaranteed) to any Post Office or Express Office in the United States or Canada.